

ABSTRACT

Embodiments of the present invention relate to a method, apparatus and system for providing personal audio alert messages (PAAM) to a called party and a calling party during a call connection. In response to a call origination by the calling party, a PAAM database may be queried. One or more personal audio alert message (PAAM) strings may be received from a database in response to the query. A first PAAM string, from the one or more PAAM strings identifying the called party to the calling party, may be returned. The call may be routed to the called party. A second PAAM string and a third PAAM string may be returned, from the one or more PAAM strings, to the called party in the routed call. The call is connected if the called party accepts the call.